project and if so, what are the details?

THE MINISTER OF STATE IN THE MINISTRY OF PERSONNEL, PUBLIC GRIEVANCES AND PEN-' SIONS (SMT MARGARET ALVA):

(a) Yes, Sir. It is proposed to set up plants for production of 300 Ton Per Annum of Zirconium Sponge and 1000 Ton Per Annum of Titanium Sponge at Palayakayal in Tamil Nadu,

(b) Project Reports for these plants have ben prepared and action is on hand for obtaining financial sanction. 4

(c) Government of Tamil Nadu is acquiring and making available the requisite area of land and also providing other infrastructural facilities such as water and power.

Setting up of enquiry into Pepsi Foods Private Limited

379. SHRI S. MADHAVAN: Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether Government have set up an enquiry into the performance of the Pepsi Foods Private Ltd. In their Food Processing project;

(b) if so, what are the details thereof;

(c) whether that company lias failed to fulfil their export obligation; and j

(d) if so, what action has been taken against this company?

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI GIRIDHAR GOMANGO): (a) In order to make an on the spot study of the Pepsi project as well as to seek some vital information, a team consisting of officers was deputed to various units under the project The team visited the units and has since submitted its report on the status of the project as on December, 1990 to the Government.

(b) to (d) The team has, inter-alia reported that:

(i) the Company has set up plants for potato/grain processing soft drinks concentrate and fruit and vegetable processing in Punjab.

(ii) the Company has also taken steps to encourage the farmers in developing nursery protected under polythene cover for growing tomato seedlings and to grow good quality high yeilding hybrid tomatoes by adopting deep chieseling techniques;

(iii) Equipment for the manufacture of apple juice concentrate and pear juice concentrate as well as concentration with energy saving diffusion process have not been imported/commissioned.

(iv) The sale turnover of soft drink concentrate has apparently been depressed.

(v) No exports of own manufactured products i.e. fruit and vegetable products, processed potato/grain products, and soft drink concentrate manufactured in the three units under the Pepsi Project for which LOI/FC approval was granted, have been made

Action has already been initiated against the company wherever there is a prima-facie case for violation of the terms and conditions of Letter of Intent/Foreign Collaboration Approval.

Approval of T. V. Serial by Ignoring Seniority List

380. SHRI S, S. AHLUWALIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

381. whether it is a fact that a large number of TV serials wer$_e$ approved by Government ignoring the seniority as per the existing waited list of the serials at Mandi House, particularly during the last weeks of May 1991 and the first two weeks of June, 1991;

(b) if so, what are the details of the TV serials approved during the above mentioned period, and names, including addresses of its producers;

(c) whether Government propose to review the approval of such serial with a view to correcting irregularities found to have been committed, if any; and

(d) if not, the reasons therefor?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUM. GIRIJA VYAS): (a) According to information furnished by Doordarshan, no serial, either under the commissioned scheme or under the sponsorship scheme, has been approved by Doordarshan during the last week of May, 1991 ana the first two weeks of June, 1991.

(b) to (d) Do not arise.

Steps to bring down the .. price; within hundred days

381. SHRI PRAMOD MAHAJAN Will the PRIME MINISTER be plea sed to state what steps Governmen' are taking to bring down the price: to July 1990 level within 100 day: of its formation on June 21, 1991?

THE MINISTER OF STATE *It* THE MINISTRY OF CIVIL SUPP LIES AND PUBLIC DISTRIBUTION (SHRI KAMALUDDIN AHMED) The present Government attache the highest priority to keeping th prices of essential commodities undo control. Towards this end efforts ar being made to restrain the growtl in money supply, effect economy in Government expenditure, encourage small savings, ensure better supply and demand management of sensitive commodities, strengthening of the public distribution system and provision of incentives for higher production in the medium term. With a view to closely monitoring the prices of the essential commodities and ensuring their supply the Government has constituted recently a Cabinet Committee on Prices under the Chairmanship of the Union Minister for Finance. It is expected that all these measures will help in sobering the price behaviour in the coming months.

Improving the Standard of T.V. Serials

382. SHRl PRAMOD MAHAJAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are aware of the fact that the standard of T.V. serials on Doordarshan is constantly going down; and

(b) if so, what steps Government propose to take to improve it?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUM. GIRIJA VYAS): (a) and (b) Doordarshan telecasts serials on a variety of themes/subjects to cater to a very large number of viewers of varied tastes. The reaction of the viewers to these programmes is not alike. However, it is Doordarshan's constant endeavour to improve the quality of all programmes.

Industrial proposal from Kerala

383. SHRI M. A. BABY: Will the PRIME MINISTER be pleased to state:

(a what are the details of industrial proposals from Kerala which are pending clearance; and